

Press release

Grässlin GmbH announces new Head of Marketing

The manufacturer of energy control solutions appoints Axel Schuler as new Head of Product Management and Marketing Communication departments

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Since 18 years Axel Schuler has been working successfully in the field of Product Marketing, Product Management and Marketing Communication.

Before he joined Grässlin, the 48-year-old family man was employed as a Product Group Manager by the Swiss company Büchi Laborgeräte AG, a leading solution provider in laboratory technology for R & D, quality control and production worldwide.

“The whole management team is excited about what Mr. Schuler brings to Grässlin’s business. We were looking for someone who had strong experience in developing innovative products, and strong marketing approaches to get them to market. His extensive background is essential to helping the Grässlin new product initiatives,” Liz Jacobs, Vice President Marketing for Intermatic and Grässlin’s worldwide operations, states.

Schuler himself says that his biggest motivation to join Grässlin was having the opportunity to actively shape a company’s future. “After Grässlin has consolidated its Product Management department back to the Black Forest headquarters it is now essential to form a striking team that brings both the company Grässlin and the brand Grässlin forward with innovative products, systems, and solutions. My personal goal is to establish this process of organizational development and innovation management and strengthen the brand Grässlin further.”

As already announced in March, Grässlin is making investments in its Research & Development, Engineering and Product Marketing teams in Germany to meet growing demand from its OEM and Distribution customers around the world. Grässlin is part of the Intermatic, Inc. companies. Intermatic, headquartered in the United States, relies on Grässlin’s German engineering competencies for its HVAC product lines in North America. Intermatic is a manufacturer of electronic controls, including time switches that allow businesses and residences to improve their energy efficiency and security.